



Community Advisory Board  
Minutes of the Meeting  
September 17, 2025

## Call to Order

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John McGowan called the meeting to order at 12:08 p.m. Board members present were Tammy Baldwin-Sessoms, Mike Cowan, Karie Hollerbach, Diane Howard, Missy Marshall, Kevin Timlin, and John McGowan. Ex-officio members present were Dan Woods and Jeanette Lawson.

## Minutes of Previous Meeting

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A motion to approve the minutes of the June 18, 2025, meeting was made by Mike Cowan and seconded by Tammy Baldwin-Sessoms. The minutes were approved by acclamation. No consent agenda items.

## General Manager's Report

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### Infrastructure

- a. In the absence of having an engineer, Dan and John have been checking the transmitter sites.
- b. We fueled up the generator at Ellsinore in preparation for winter.
- c. We are still waiting to hook up the back-up 1000-watt transmitter on Serena.

### Personnel

- a. Student Budget – This year (FY26), we had a reduction in student worker dollars and are facing an increase in hourly wages for students—going from \$10.30/hour to \$13.75/hour in August 2025 and \$15/hour in January 2026.

### Programming

- a. *To the Best of Our Knowledge* ends this September. We will fill that time on Sunday mornings with *Jazz à la Carte* and *Jazz Night in America*.

### Government Funding Update/Fall Membership Drive Update

- a. Public Media will be operating without federal funding for the first time in 60 years starting on October 1. This is no longer a “what if” situation. Rural stations will be hardest hit.
- b. We will receive approximately \$20,000 in relief funding from NPR. (NPR set aside eight million to give to stations.)
- c. CPB is ceasing operations on January 30. CPB paid music licensing fees and funding for website. They are still working on music rights.
- d. A new Public Media Company has been formed and will be launching a “Bridge Fund” to help public radio stations in light of federal funding cuts.
- e. Our fall goal is \$100,000. We need to increase membership, especially sustaining members.

## Development Director's Report

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### Underwriting Update

- a. New Sponsors – Empower Missouri, Jeff & Lois Long “The Home Team” (sponsoring *This Old House Radio Hour*)

- b. Renewals – Saint Francis Healthcare System, Notre Dame Regional High School, Mike Parker/LPL Financial, L&S Pharmacy, Sikeston Public Library
- c. Not renewing – The Green Lady Hermitage
- d. In the Works – Hubbard Broadcasting, New Bridge

#### **Events and Activities Re-Cap**

- a. KRCU Koffee at Chateau Girardeau, June 24 (Sydney Waters/BBB)
- b. KRCU at Cape Municipal Band Concert, June 25 (DQ ice cream)
- c. SEMO Welcome Back Picnic, August 17
- d. KRCU Koffee at Saxony Village, August 19 (Sydney Waters/BBB)
- e. KRCU at Redhawks Festival at Cape Riverfront Market, August 23

#### **Upcoming Events**

- a. Cartober
- b. Fall Membership Drive, October 8-15, 2025
- c. SEMO Block Party, October 17, 2025, 11 AM – 1 PM
- d. Live Coverage, SEMO Presidential Inauguration, October 17, 2025, 2-3 PM
- e. SEMO Homecoming Parade, October 18, 2025, 9:30 AM
- f. Pizza with a Purpose: Rosati's Fundraiser, October 28, 2025, 11 AM – 9 PM
- g. KRCU 50<sup>th</sup> Anniversary Events

#### **Adjournment**

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The meeting adjourned at 12:57 p.m.